

# 銘傳大學傳播學院「品牌行銷學分學程實施細則」

## Enforcement Rules for Brand Marketing Focused Course Program of the School of Communication at Ming Chuan University

97年10月13日系務會議通過

97年10月13日院務會議通過

97年10月23日校教務會議審核通過

99年11月8日系務會議通過

99年11月29日院務會議通過

99年12月23日教務會議審核通過

105年3月28日系務會議修正通過

Passed at the Department Affairs Committee Meeting on October 13, 2008

Passed at the School Affairs Committee Meeting on October 13, 2008

Passed at the Academic Affairs Committee Meeting on October 23, 2008

Passed at the Department Affairs Committee Meeting on November 8, 2010

Passed at the School Affairs Committee Meeting on November 29, 2010

Passed at the Academic Affairs Committee Meeting on December 23, 2010

Passed at the Department Affairs Committee Meeting on March 28, 2016

一、本院為培養具有品牌行銷之專業人才，依據「銘傳大學跨院系所學分學程設置辦法」訂定「品牌行銷學分學程」實施細則（以下簡稱本細則）。

Article 1. In accordance with the Procedures for Establishing Cross-school, Cross-department, and Cross-disciplinary Degree and Course Programs, Enforcement Rules for Brand Marketing Focused Course Program (hereinafter called the Rules) were established so that this program might cultivate brand marketing professionals.

二、本學程由本院相關學系教師五人組成品牌行銷學分學程委員會，由委員互推一人擔任召集人，學程委員會負責學程課程規劃。

Article 2. The program committee consists of 5 committee members. One member shall be elected as the convener by and from the entire membership of the committee. Program committee is responsible for program curriculum planning.

三、本學程業務承辦單位為本院廣告暨策略行銷學系。

Article 3. The responsible unit for this program is the Advertising and Strategic Marketing Department of the School of Communication.

四、本學程應修科目學分表應經各級課程委員會及教務會議審核通過，校長核定後實施。

Article 4. Upon being passed at the Department Curriculum Committee Meeting, School Curriculum Committee Meeting and University Curriculum Committee Meeting and the Academic Affairs Committee Meeting, and approved by the president, the list of the required courses and associated credit hours was announced and implemented.

五、本校大學部學生應透過本校網路學生事務系統申請，經核可後成為本學程學員。

Article 5. All undergraduate students of Ming Chuan University can apply for this program through MCU Student Information System and be admitted upon approval.

六、 修讀本學程之學生應修讀完成至少二十學分課程，其中至少應有六學分不屬於原學系、組、學位學程及輔系之科目。完成前述學分者，經審核無誤並報請校長核准後，由學校發給學分學程證明書。

Article 6. Students must complete 20 credit hours. Among them, at least 6 credits shall come from the outside of the departments of the student's major and minor. After the completed credits are reviewed by Advertising and Strategic Marketing Department and approved by the president, the certificate will be issued by the University.

七、 修讀本學程學生，已符合原學系畢業資格但尚未修滿學程規定之科目與學分者，除修習教育學程得依「大學設立師資培育中心辦法」規定申請延長修業年限外，修習其他學分學程者仍依大學法等規定，不得延長其修業年限。

Article 7. With the exception students in the Teacher Education Program who are eligible to extend their study period in accordance with regulations outlined in Procedures for Establishing Teacher Education Centers, if students taking the program related to these Rules meet the requirements for graduation in their original department or graduate program but have not completed the credits required for the program, they are limited by regulations outlined in University Law and may not extend the number of years required for graduation.

八、 本院依本校相關法規定期評估本學程實施結果，其評估標準包含學生申請數、取得證書數及學生滿意度等；並得依其評估結果修正或終止本學程。

Article 8. The program will be reviewed periodically by the School of Communication, including the numbers of applicants, certificates obtained, and students' satisfaction levels. Revision or termination of the program shall be made according to the assessment results.

九、 本細則未規定事宜，悉依本校學則及有關法令規定辦理。

Article 9. Matters not covered in these Rules will be dealt with in according with the General Provisions for Study which have been established at this institution, and other relevant regulations.

十、 本細則經系、院務會議及教務會議通過，報請校長核定後公告實施，修正時亦同。

Article 10. Upon being passed at the Department Affairs Committee Meeting, School Affairs Committee Meeting and Academic Affairs Committee Meeting, and approved by the president, these regulations may be announced and implemented. Any revision must follow the same procedure.

**\*\*In the event of any inconsistency or discrepancy between the Chinese and other language versions of this document, the Chinese version shall prevail.\*\***